

ATTACHMENT M - PUBLIC OUTREACH AND EDUCATION

At a minimum the education and outreach for targeted communities shall contain information on the following topics where applicable:

Municipal, Construction, Industrial and Quasi-Governmental Communities (including schools, internal departments, divisions, and other operational units as applicable to each municipal copermittee

- State and Federal water quality laws;
- Requirements of local municipal permits and ordinances;
- Impacts of urban runoff on receiving waters;
- Watershed concepts (i.e., stewardship, connection between inland activities and coastal problems, etc.);
- Distinction between MS4s and sanitary sewers;
- Importance of good housekeeping;
- Pollution prevention and safe alternatives;
- Household hazardous waste collection (including proper disposal of pesticides);
- BMPs: Site specific, structural and source control;
- BMP maintenance;
- Integrated Pest Management (IPM);
- Basic urban runoff training for all personnel (including public reporting information resources);
- Additional urban runoff training for appropriate personnel;
- Water quality impacts associated with land development (including pesticide related surface water toxicity);
- Spill response, containment & recovery; and
- How to do your job and protect water quality.

Examples of education and outreach activities include the following (see Attachment F – Best Management Practices):

- Distributing IPM brochures, fact sheets and pest control cards;
- Providing public reporting information resources;
- Providing community activities (e.g., “Adopt a Storm Drain or Watershed”, citizen monitoring, creek cleanups, environmental protection organization activities; household hazardous waste collection);
- Providing a collection of IPM educational materials for use by school groups and other residents in public libraries
- Providing an IPM website for use by school groups and other residents;
- Sponsoring IPM speaking engagements before school groups and other residents;
- Providing economic incentives to encourage IPM activities; and
- Providing IPM demonstration garden(s) at schools and other public places.

Commercial Owner and Operator Communities (including Pest Control Applicators/ Operators and Landscape Gardeners) Education and Outreach.

Commercial owner and operator communities to be targeted include Pest Control Advisors (PCAs), Pest Control Operators (PCOs) and landscape gardeners which apply pesticides (e.g., diazinon).

- State and Federal water quality laws;
- Requirements of local municipal permits and ordinances;
- Impacts of urban runoff on receiving waters (e.g., aquatic toxicity associated with nonpoint source runoff of diazinon and other pesticides);
- Watershed concepts;
- Pollution prevention and safe alternatives (e.g., non-toxic alternatives to pesticides);
- BMPs: Site specific, structural and source control;
- BMP maintenance;
- Public reporting mechanisms; and
- Integrated Pest Management.

Examples of commercial owner and operator communities' education and outreach activities include the following (see Attachment F – Best Management Practices):

- Providing an IPM marketing workshop to Pest Control Advisors (PCAs), Pest Control Operators (PCOs), and pest control businesses;
- Providing IPM training classes to PCAs and PCOs; and
- Providing IPM certification to PCAs, PCOs and pest control businesses that have completed minimum IPM certification requirements.

c) *Residential (Public) IPM Education and Outreach Program(s).*

Examples of residential (public) education and outreach activities include providing varied sources of information about IPM including the following:

- Distributing IPM brochures, fact sheets and pest control cards;
- Maintaining a collection of IPM educational materials for community and school groups in public libraries, city halls, community centers and other public places;
- Offering IPM incentives to residents;
- Providing IPM information through event participation with educational displays at home shows and community festivals;
- Providing an IPM demonstration garden;
- Providing IPM partnerships with stores and nurseries;
- Encouraging point-of-sale promotion about less-toxic pest control products and IPM;
- Sponsoring IPM speaking engagements before community groups;
- Providing IPM public service announcements and advertisements;
- Implementing IPM educational programs targeted at residents;
- IPM partnerships with community-based public outreach groups (e.g., Master Gardener training in non-toxic and least toxic alternatives to pesticides);
- Maintaining an up-to-date internet IPM web site; and
- Providing tributary signage to increase public awareness of local waterbodies and increase public trust stewardship of the beneficial uses of water.

